



CPVO

Community Plant Variety Office

TweetDeck



Tools for editors Session
Laurence Dumont



The CPVO

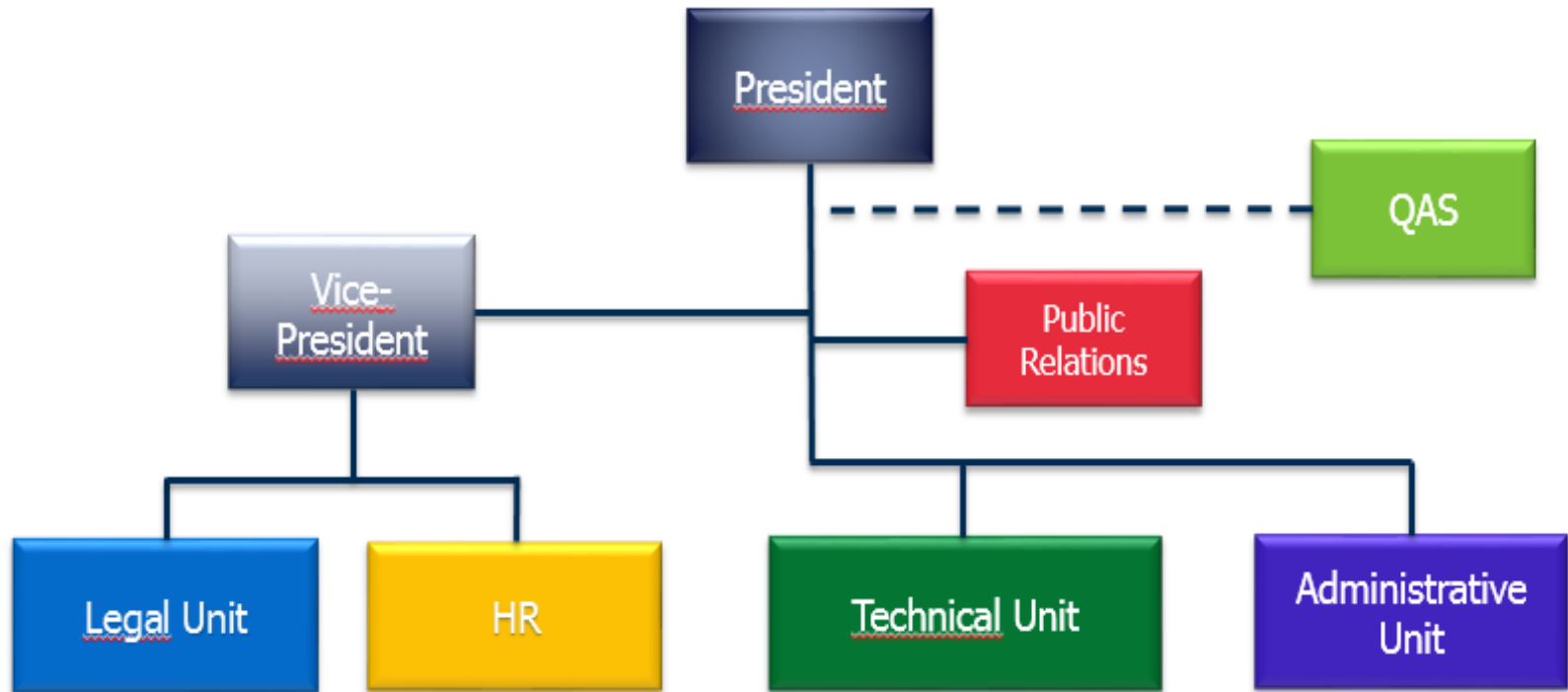
Community Plant Variety Office

Mission statement

To deliver and promote an efficient Intellectual Property Rights system that supports the creation of new plant varieties for the benefit of Society



Organisation Chart





What is TweetDeck?

TweetDeck is a free application, natural expansion on the Twitter interface, downloadable at: www.tweetdeck.com

Useful tool to:

- Create and build custom timelines
- Schedule Tweets
- Keep track of lists
- Searches
- Manage multiple accounts



Features and functionalities



www.tweetdeck.com



Disadvantages



- Once scheduled, text and photo cannot be edited for modification
- A clone option would be welcome
- Not possible to share drafts with colleagues
- Risk of publication at an inappropriate time.

Ex:



Useful to



✓ To schedule tweets in advance:

⇒ for special events



⇒ communication campaign



⇒ in case of absence

⇒ to reach a wider audience



Useful to



- ✓ Carry out searches with customised filters
- ✓ Have an overview of stakeholders, subjects or notifications, with continuous updated results
- ✓ Monitor what's being said about specific events
- ✓ Juggle with multiple Twitter accounts



Example of tweets posted via TweetDeck:



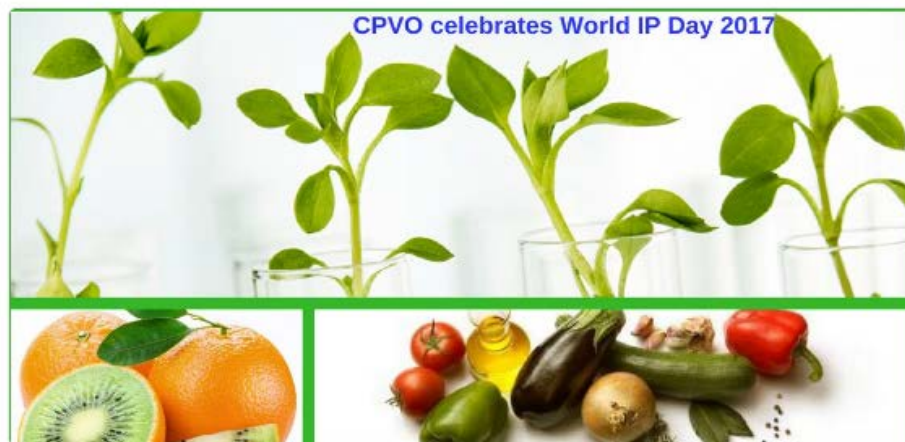
CPVO @CPVOTweets · Feb 14

Did you know that 3367 varieties of roses have been registered by the #CPVO so far, and 1706 still have a granted title? #HappyValentinesDay



CPVO @CPVOTweets · Apr 25

26 April is #WorldIPDay 2017! This year's theme is "Innovation Improving Lives". Celebrate creativity with the #CPVO. #PlantBreedingMatters



CPVO @CPVOTweets · Apr 4

#HappyCarrotDay Since 1995 the CPVO received 103 applications for carrots, 66 still have a granted property right. carrotday.com



EU Agency workshop 14-15 September 2017



Thank you for your attention.....

